

Update



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Enjoy Social Media Responsibly

What is “social media”? For the medical practice, it’s a variety of online sites and tools that can provide valuable outreach and exposure to help build patient loyalty and attract new business. Facebook and Twitter are the best-known networking sites, but blogs and practice websites are also part of the world of social media.

Social media can be beneficial for practices of all sizes. Many of the tools are free or low-cost, and they’re widely used and accessed by potential patients. But social media can also have pitfalls. As the use of these online tools has expanded, so has concern for the legal, ethical, and employee- and patient-relations issues for physicians.

Last fall two important documents were issued to help health-care providers negotiate these issues. The American Medical Association officially adopted guidelines on social media use by physicians. And, the Ohio State Medical Association issued “Social Networking and the Medical Practice: Guidelines for Physicians, Office Staff and Patients,” a tool kit that includes scenarios, best practices recommendations and specific laws to keep in mind, including Title VII and HIPAA.

For a personal perspective, *Update* spoke with members of the College who are actively using social media tools in their practices: Alan A. MacGill, DPM, who is in a group practice, and Philip

Wrotslavsky, DPM, an independent practitioner. Here are their primary tips and cautions:

- **To protect your professional reputation, set and maintain standards for who can post online in your practice’s name.**

“I personally do all the posting for our group practice,” says MacGill.

Wrotslavsky agrees, “I control everything; no one else posts for me.”

- **Separate personal use from professional use.**

“In the same way that it’s recommended that you not discuss your political views or personal life with patients in your office,” says Wrotslavsky, “you would not want patients to have access to your personal information and interactions on your private Facebook page.”

Adds MacGill, “I use Facebook both personally and professionally, but I keep them separate. Some of my contacts on my personal page may be colleagues, but I wouldn’t have my patients as Facebook friends.”

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Alan A. MacGill, DPM



Philip Wrotslavsky, DPM

Find Inspiration in the Conversation at ACFAS 2011

Refresh your professional energy with the brilliant minds, ideas and beaches at the ACFAS 2011 Annual Scientific Conference in sunny Fort Lauderdale, Fla., March 9-12. Lively debate and interactions will generate new ideas for you to explore and to take back to your practice.

The latest concepts and controversies will be discussed in an educational program where the body of experience meets the cutting edge of research. Registrants are already flocking to sessions that generate the sharpest debate, such as the perennial favorite “Rapid Fire,” and to

those dedicated to uniquely challenging foot and ankle conditions, including:

- OCD
- Not-So-Simple Complications
- Adult Acquired Flatfoot
- Sport-Specific Injuries
- Peds and Pods
- When Bunion Surgery Fails
- 2nd MTPJ

While you’re there, you can also recharge your batteries in the “Venice of America,” where the weather is always

brilliant. Arrive early or stay later to bask in the sun and the waves while diving, fishing, or simply relaxing. Then spend some time exploring the treasures of Las Olas Boulevard, a short water taxi ride from the conference center, known for its elegant boutiques and waterfront restaurants.

Join your peers for a thought-provoking program of educational symposia, hands-on workshops and large and small group debates. Register today for all that’s on offer to see, learn and do at ACFAS 2011! Just call 800-421-2237 or visit acfas.org/ftlauderdale. ■



Reinventing the Wheel

By Michael S. Lee, DPM, FACFAS
President

“Reinventing the wheel” is an idiomatic metaphor. According to Wikipedia, the Free Encyclopedia, it means that: “an attempt to reinvent it (wheel) would be pointless and add no value to the object, and would be a waste of time, diverting the investigator’s resources from possibly more worthy goals which his or her skills could advance more substantially.”

Don’t tell that to a group of Yale students that invented a spokeless wheel for a bicycle earlier this year. But did they really reinvent the wheel? Of course not; it is still round, and it still rolls!

Comte Mede de Sivrac invented the bicycle (called a celerifere) in 1790, and the wheel was invented approximately 3200 B.C.E. So, these kids from Yale may have a unique, shiny bike to ride to class — but will the spokeless wheels stand the test of time? I wouldn’t bet on it.

The American College of Foot Surgeons (ACFS) was founded in 1942. Since that time, podiatric foot and ankle surgeons have created a hard-beaten path to its membership rolls (now at a record 6,200 members). ACFS, later renamed ACFAS, has been the leading voice and advocate for foot and ankle surgeons for 68 years.

ACFS started with one main goal: to develop a rigorous foot surgery certification process. From within ACFS came the American Board of Podiatric Surgery (ABPS). The two organizations shared home offices and even executive directors for many years. As in most specialties, approximately 20 years ago the two groups realized their distinctly different purposes and became separate entities,

while continuing to maintain an exceptional working relationship.

Just as ACFAS determined that it would benefit the profession to spin off ABPS, and does not attempt to duplicate the role played by that body, neither does the College duplicate services that other organizations are providing to the profession. Don’t look for ACFAS to start dictating podiatric medical school curriculum, or start a political action committee, anytime soon. There are other organiza-

Our accredited continuing medical education programs will remain the gold standard in foot and ankle surgical education.

tions that meet those needs, and duplicating their roles would waste the College’s already stretched resources.

Additionally, your College doesn’t plan to be all things to all people ... or podiatrists in this case. We continue to stay focused in our advocacy for board certified/qualified foot and ankle surgeons. Our accredited continuing medical education programs will remain the gold standard in foot and ankle surgical education, and you won’t catch us straying too far away from that premise. The *Journal of Foot & Ankle Surgery* is not only the flagship of ACFAS, it is the most widely circulated of all foot and ankle journals in the world, podiatric or orthopaedic. And

our consumer/patient education work is unrivaled in improving patient care, not to mention recruiting new patients.

The wheel has been a major component of nearly every great civilization throughout time. While civilizations, organizations, and even those students from Yale continue trying to reinvent the wheel, they never really produce anything new or unique.

And just like the wheel, despite bold yet unfounded claims, ACFAS cannot be duplicated. We’re right in your wheelhouse. We have been for 68 years...and you can’t reinvent that overnight

Questions for Dr. Lee? Write him at president@acfass.org. ■

Maintain Your Membership in 2011

It’s that time of year again, and dues reminders have been sent to all members by mail and e-mail. The membership year runs Jan. 1 to Dec.31.

Be sure to take full advantage of being a member of the College, now and throughout the year. Learn more about all the benefits your ACFAS membership provides at acfass.org/members.

Have any questions? Contact the College at membership@acfass.org or 773-693-9300. Dues can be paid by mail, fax or online at acfass.org/paymydues.

Here’s to another great year of value in your membership!

For quick links to more from articles in this issue, visit acfass.org/update



ACFAS e-Learning is Your Online Library

The New Year brings two new additions to the online library at ACFAS e-Learning. The latest podcast is “Imaging,” an exploration of different types of imaging technologies and their relative strengths and weaknesses. You’ll also find a new Scientific Session video, “Ethical Issues in Surgical Decisions.” All physicians encounter ethical dilemmas in practice that require them to make difficult decisions. Panelists discuss specific cases, and an ethicist weighs in on the decisions made.

Winter 2010 Podcasts:

- 2nd MPJ Pathology
- CRPS
- Imaging

Latest Scientific Session Videos:

- Pediatric Deformities
- Workers Compensation
- Ethical Issues in Surgical Decisions

Refresh your knowledge and resolve your clinical challenges with the resources at your fingertips in this archive of foot and ankle conditions. ACFAS members can also earn free continuing education contact hours with selected materials on the site. Visit often to browse the latest offerings in video, podcast, and DVD at acfas.org/elearning. ■

ACFAS Website Wins Award

FootHealthFacts.org, the official ACFAS consumer website, has won a Bronze Award for Website Excellence in Association TRENDS’ 2010 All-Media Contest. It was chosen from more than 470 entries in this annual association publications contest which recognizes the most creative and effective communication vehicles developed in the past year.



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Board of Directors Meeting Highlights

The ACFAS Board of Directors met on Nov. 12–13, 2010, in Chicago. The board:

- Approved development of a Credentialing and Privileging Advisory Team that will lend one-on-one assistance to members with privileging concerns.
- Revised the College’s work on encouraging more podiatric residencies (and/or slots) without sacrificing quality.
- Revised the Business Plan and discussed how social media will be integrated into it.
- Adopted the 2011 operating budget with projected total revenues of \$5 million.
- Elected Alan R. Catanzariti, DPM, as recipient of the 2011 Distinguished Service

Award for career-long work in residencies, ACFAS education programs and Clinical Practice Guidelines.

- Reviewed the College’s investment portfolio and performance with the investment advisor.
- Appointed Lawrence Fallat, DPM, and Geoffrey Habershaw, DPM, to three-year terms on the Council for Journal Management. Robert Medicino, DPM, was named chair and Sean T. Grambart, DPM, was named board liaison.
- Recommended modifications to the Recognized Fellowship Program for consideration by the Fellowship Committee.

- Conducted more strategic thinking discussions on data derived from the 2009 membership and practice surveys.
- New or amended policies included: 1) New Canadian membership policies; 2) requiring committee chairs to adhere to the Duality of Interest policy; 3) regional division president terms.

The next board meeting will be held March 8, 2011, prior to the 2011 Annual Scientific Conference in Fort Lauderdale, Fla. Questions about the board’s actions may be sent to ACFAS Executive Director Chris Mahaffey, CAE, at mahaffey@acfas.org.

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New ACFAS Benefits Partner for Website Design, Practice Marketing

Building a successful web presence is easy when you team with an expert in medical web design and online marketing. ACFAS and Officite have formed a new partnership to offer professional website development and hosting for College members at a discounted rate.

Officite, the leading website provider for medical practices, has built more than 5,000 sites that have generated over a quarter of a million appointment requests since 2002. Officite offers premier designs, easy self-editing technology, search marketing programs, social networking and reputation management — designed to educate and attract new patients while creating a prominent presence for your practice in the marketplace.

Increasingly, people are using the Internet as the primary source for information about local healthcare provider options, including their choice of a foot and ankle surgeon. An attractive and all-encompassing website can be cost-effective — less than \$1,000 — and when designed properly, can offer a better return on investment than any other form of marketing now available.

An effective professional website saves time for everyone — you, your staff, and most importantly, your patients — by offering essential information and services such as staff bios, hours of operation, directions, phone numbers, service descriptions, new patient registration forms and online appointment requests

Your practice website can also play a critical role in educating patients, even after they leave your office. As an ACFAS member, you gain exclusive access to educational resources directly from the ACFAS Patient Education Library, which includes hundreds of pages of reliable, patient-friendly content. You can add on website features to provide an extensive library of foot and ankle health information, as well as compelling videos, photos and testimonials that highlight your work and help you get more appointment requests.

For more information about Officite and how they can assist your practice in creating a successful website, visit acfas.org/benefitspartners or officite.com/acfas, or call Officite at 877-708-4418.



Scientific Literature Reviews: Quick Reads on Recent Research

Every month, ACFAS' Scientific Literature Reviews offer you the chance to quickly catch up on articles from journals you may not usually read. Under the direction of Andrew J. Meyr, DPM, residents at podiatric residencies across the nation read and abstract research from journals such as *Journal of Child Orthopedics, Vascular, and Diabetes Research* and *Clinical Practice*. These abstracts are available to you day or night at acfas.org.

Thank you to all the residency programs that contributed to Scientific Literature Reviews in 2010!

- Beth Israel Deaconess Medical Center, Boston, Mass.
- Botsford Hospital, Farmington Hills, Mich.
- Cedars-Sinai Medical Center, Los Angeles, Calif.
- Central Alabama Veterans Health Care System, Montgomery, Ala.
- Detroit Medical Center, Detroit, Mich.
- Englewood Hospital and Medical Center, Englewood, N.J.
- Florida Hospital East Orlando, Orlando, Fla.
- Franciscan Health System at St. Francis Hospital, Federal Way, Wash.
- Kaiser North Bay Consortium, Vallejo, Calif.
- Kaiser Permanente, Hayward, Calif.
- Massachusetts General Hospital, Boston, Mass.
- Ohio College of Podiatric Medicine and UHHS Richmond Heights Medical, Independence, Ohio
- Roxborough Memorial Hospital, Philadelphia, Pa.
- St. John Hospital & Medical Center, Detroit, Mich.

New Recognized Fellowship Programs

Your College recommends the continuation of foot and ankle surgical education after residency in the form of a specialized fellowship.

Continuing its support of surgical podiatric fellowship programs, the ACFAS Fellowship Committee has announced two more programs officially recognized by the College. These programs have met minimal requirements designed to ensure adequate post-graduate-level training is occurring in the fellowship:

- Fellowship for Foot and Ankle Reconstruction at Coordinated Health, Bethlehem, Penn.
Program Director: Stephen A. Brigido, DPM, FACFAS

- Silicon Valley Reconstructive Foot and Ankle Fellowship - Palo Alto Medical Foundation, Mountain View, Calif.
Program Director: Shannon M. Rush, DPM, FACFAS

The Fellowship Committee is working on next steps for support of these programs. It is hoped that this new initiative will provide needed visibility and support for podiatric fellowships, furthering the specialized education of foot and ankle surgeons after residency.

If you would like your fellowship program to be considered for recognition, contact Director of Membership Michelle Brozell at mbrozell@acfas.org for an application.

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More Online Extras in JFAS

The January 2011 issue of the *Journal of Foot & Ankle Surgery (JFAS)* is now online, featuring two new audio add-ons available exclusively on the Internet.

These online extras are conversations between the editor, D. Scot Malay, DPM, MSCE, FACFAS, and authors John M. Schuberth, DPM, of "Total Ankle Replacement in the Varus Ankle," and Christopher Bibbo, DPM, DO, FACFAS, of "Lower Extremity Manifestations & Treatment of Heparin Induced Thrombocytopenia Syndromes: A Cohort Study."

You can hear them discuss some of the more complex points of their research in these quick and timely recordings. More interviews are planned for each issue in 2011. Enjoy free member access to all the

online features and the finest foot and ankle research by logging in at acfas.org/jfas.

New for the Print Edition in 2011

JFAS readers can enjoy some new features in the print journal as well! "A Look Back" will feature noteworthy articles from past years of *JFAS*. Another new section, "Perspectives on Anatomy, Medicine, and Surgery," will present prose and poetry related to foot and ankle surgery. And case studies, which were online-only in 2010, will return to the print edition for 2011.

Editor Malay and member volunteers on the Council for Journal Management are committed to honoring the history of the journal, while building on its strengths to keep it timely and relevant. This careful oversight makes *JFAS* the quality publication that 95

percent of readers either save or share.

Peer Reviewers Key to Quality

Peer review is a time-honored and essential part of scientific publishing. "Without the efforts of volunteer peer reviewers, we would not be able to assure the high quality of the content published in the journal," says Malay.

Peer reviewers serve as the voice of a journal's readership, providing constructive criticism on the scientific merit and overall interest a manuscript presents. Two hundred eighty-eight reviewers participated in evaluating manuscripts from October 2009 to September 2010. A list of their names appears at acfas.org/jfas.

If you're interested in serving as a peer reviewer, please visit acfas.org/jfas and click on "Become a Reviewer." ■

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Mitchell Waskin, DPM, FACFAS, Richmond, VA

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- Reputation management and program to drive patient reviews

The Power in Numbers

4.83 billion people. Sounds like the population of a continent, but actually, it's the number of people exposed to news generated about ACFAS and members of the College in 2010. This powerful number of impressions is the result of ACFAS' integrated media campaign, which reached consumers through more than 4,000 placements not only in print and broadcast media, but also through a growing Internet and social media presence with member and news blogs, Twitter and Facebook.

The media placements build credibility and raise awareness of the profession of foot and ankle surgeons, educate consumers on the importance of proper foot and ankle care, and drive traffic to ACFAS' consumer website, FootHealthFacts.org. During 2010, over 3.1 million new users visited FootHealthFacts.org to research foot and ankle conditions and search for a surgeon in their community, which turned into new patients for members across the nation.

Make sure your practice can be found on the site by completing your online professional profile today at acfas.org/profile.

Did you know that the top search term for FootHealthFacts.org continues to be "heel pain," with "metatarsal fractures" a close second? In the New Year, consider writing about these popular topics on your blog or as educational materials for community events. It's a great way to promote your practice! You can also link your website to FootHealthFacts.org to share ACFAS' health topics library with your patients.

ACFAS in the News

The city of Columbus, Ohio, watched an on-screen interview on NBC-4 TV with Darryl Haycock, DPM, as he spoke of the importance of switching to safer boots and shoes to prevent dangerous falls in winter.

Christopher Hendrix, DPM, appeared on HealthRadio.net on the Ask Dr. DeSilva program, where he shared tips for keeping feet healthy during the holiday season.

New for You @ acfas.org

Advertising for your practice can be pricey and time-consuming. ACFAS offers you easy alternatives with free Fill-In-The-Blanks Press Releases and FOOTNOTES, the quarterly patient newsletter.

The latest news releases and the Winter 2010 issue of FOOTNOTES offer valuable information on the early signs of osteoporosis, tips for preventing winter falls and keeping your feet fit in the New Year. You can add your name and practice information, and send them to local newspapers, radio stations or hospital PR departments, distribute them at local health fairs or post them on your practice's website or blog.

Start promoting your practice today with these free tools, available exclusively to members at acfas.org/marketing. ■

Enjoy Social Media Responsibly *continued from page 1*

- **Maintain the same high ethical standards as you would in any other arena.**
"You should be very diligent about what you put out in social media," cautions Wrotslavsky, "because nothing is ever truly erased from the Internet. Think twice, read twice, and double check before you post, because even simple errors can come back to haunt you."
- **Budget enough time.**
"You really have to consider that it does take effort to update it regularly. It also takes the same amount of effort to monitor what's being posted on the site, if you're going to allow comments," MacGill advises.
- **You can gain new patients through your online presence.**
"The reason to use social media is that it's a way for Google and Bing to show people where to find you, so you have to have an Internet presence," offers Wrotslavsky. "The search terms will draw new patients, thereby getting new visits. I think my blog works most successfully — but I've also been contacted through comments on videos I've posted on YouTube."
"We have actually had patients come in who found us on Facebook," affirms MacGill. "It's a great way for us to stay front and center in our patients' minds, and hopefully they will send other people our way."

For links to the AMA and OSMA guidelines and more social media tips, visit acfas.org/update. ■

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The ACFAS vision is to serve society as the preeminent source of knowledge for foot and ankle surgery. Our mission is to advance the competency of our members and the care of our patients.



NEWS FROM THE COLLEGE

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Board Ballots Due January 24

Candidate profiles and ballots for the 2011 ACFAS Board of Directors election were mailed to ACFAS voting members on Dec. 20. Ballots must be returned to the ACFAS office by mail or fax no later than 5 p.m. CST on Jan. 24.

Three Fellows were recommended by the Nominating Committee for two three-year terms. Voting members may vote for one or two candidates:

- Darryl M. Haycock, DPM
- Laurence G. Rubin, DPM
- John S. Steinberg, DPM

Voting members are Fellow, Associate, Life and Emeritus members. More information on nominations and elections is available at acfas.org/update.

Help decide the future of your College! Return your ballot by Jan. 24.

Smooth Operators at the DMU Student Club

The ACFAS Student Club at Des Moines University (DMU) recently sponsored an Operation Tournament to benefit Toys for Tots. Using the Hasbro Operation game, student and faculty members went head to head, gaining points for how many “ailments” they could relieve in 30 seconds. Thanks to the generosity of DMU students and local businesses, the club raised \$640, allowing many less fortunate children throughout the Des Moines area to experience the joys of Christmas.



Members of the ACFAS Student Club @ DMU at their holiday fundraiser. *Left to right:* Media Specialist Heather Zelna; President Blake Hines; Treasurer Kathie Palmersheim; James Mahoney, DPM; Secretary Alison Lescher; Vice President Dave Rettedal; VP of Research Josh Marshall; VP of Wound Care Ben Bauer.

In Memoriam

The College recently received word of the passing of the following Fellow:
Michael D. Weinthal, DPM, Rivervale, N.J. ■